



## **City Manager Memo**

2/15

### **⇒ City Council Committees Established**

At the January 21, 2015 regular meeting of Council, a resolution establishing certain standing Council Committees was approved. These committees were identified as:

- Infrastructure Committee
- City Organization and Services Committee
- Quality of Life Committee

The members of these committees are as follows:

#### **Infrastructure**

Members: Jim Sanders, Mike Mower, Warren Cox, and Matthew Baudhuin.

#### **City Organization and Services**

Members: Lori Acton, Mike Mower, Solomon Rajaratnam, and Cecil Yates.

#### **Quality of Life**

Members: Eddie Thomas, Lori Acton, Matthew Baudhuin, and Scott Davis.

### **⇒ Kosmont Companies Presentation – ‘Retail Sector Strategy & Action Plan Update’**

At the regular City Council meeting of February 18, 2015, the Kosmont Company presented the Retail Sector Strategy & Action Plan Update. The presentation included the following points:

The purpose of the Strategy and Plan is to evaluate existing retail market conditions and effectuate the Strategy to successfully promote economic growth within the City.

#### **Plan Outline**

1. Analysis
  - a) Economic & Demographic Profile
  - b) Market Demand Analysis
2. Strategy
  - a) Trade Area Retailer Voids
  - b) Opportunity Site Assessment
3. Implementation
  - a) Summary of Findings
  - b) Outreach in Progress
  - c) Financing & Incentives
  - d) Next Steps

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## **Kosmont Companies Presentation (continued)**

### **Demographics and Employment Summary**

Relatively older, white population; smaller than average HH size

- High level of educational attainment
- Home values in line with County average (higher than Delano and Shafter; lower than Bakersfield, Tehachapi, State of CA)
- Low unemployment compared to County and State
- Most employees in the City work in healthcare and social assistance, educational services, and professional, scientific and technical services.
- Most residents are employed within the City, while some commute to Los Angeles, Bakersfield and other cities.

### **Retail Sales Surplus and Leakage**

Overall retail sales in the City are higher than retail spending potential based on households and average household income, suggesting that, overall, the City is likely capturing a significant portion of Ridgecrest resident retail purchases and additionally capturing retail spending by residents of other cities (i.e. sales surplus)

- Certain categories, however, are exhibiting a retail sales leakage, including:
  - Clothing & Clothing Accessories Stores
  - Sporting Goods, Hobby, Book & Music Stores
  - Electronics & Appliance Stores
  - Food Services & Drinking Places
  - Motor Vehicle & Parts Dealers
  - Gasoline Stations

### **Summary of Findings**

#### **Demographics & Employment**

- Older, educated local population with strong incomes (mostly white)
- Employment concentrated within healthcare and social assistance, educational services, and professional, scientific and technical services

#### **Retail & Industry Retention & Recruitment**

- City performs well relative to neighboring jurisdictions in terms of taxable retail sales per capita and capture of resident and non-resident spending (i.e. surplus)
- Higher performing sales categories include health and personal care and miscellaneous store retail sales, while lower performing retail categories include apparel and other electronics and appliances

#### **Economic Development without Redevelopment**

- Dissolution of redevelopment agencies will continue to have a negative effect on most California Cities and impact to health of general fund
- Alternative economic tools should be explored for Ridgecrest to retain and improve tax base and facilitate potential public-private transactions



*The Event Committee, with staff approval, started a Voluntary Payroll Deduction Program at the beginning of 2015 that allows employees to have deducted an amount of their choice from each payroll to help support employee functions. Each month those that contribute are able to participate in a drawing for a gift certificate.*

*Currently 38 people are contributing - including 3 council members. If an employee is interested in participating please contact HR.*

**January's winner for the event committee draw was**



***JASON PATIN***

**He received a gift card to  
Taco Bell!! Yum!**

**February's winner for the event committee draw was**

***LORI BLOWERS***

**She received a gift card to  
Pony Espresso!! Caffeine!**



2015 Monthly Part 1 Crime Report

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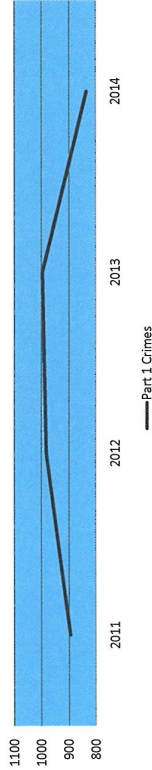
# Ridgecrest Police Department Statistics

Jan 2015

## Crime

	Monthly Comparison			Year To Date		
	Jan 14	Jan 15	% Change	2014	2015	% Change
<b>Violent Crime</b>	34	27	-21%	34	27	-21%
Murder	0	0	0%	0	0	0%
Rape	1	1	0%	1	1	0%
Robbery	1	0	-100%	1	0	-100%
Assault	32	26	-19%	32	26	-19%
<b>Property Crime</b>	47	50	6%	47	50	6%
Burglary	15	17	13%	15	17	13%
Larceny	27	30	11%	27	30	11%
Auto Theft	5	2	-60%	5	2	-60%
Arson	0	1	100%	0	1	100%
<b>Part 1 Crimes</b>	81	77	-5%	81	77	-5%

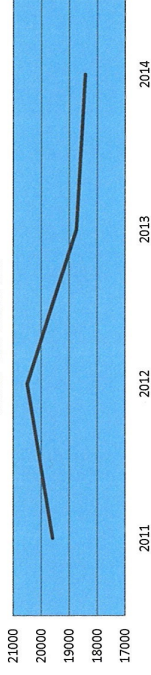
## Part 1 Crimes



## Performance Measures

	Monthly Comparison			Year To Date		
	Jan 14	Jan 15	% Change	2014	2015	% Change
<b>Patrol Activity</b>	2385	2460	3%	2385	2460	3%
Total Incidents	1293	1398	8%	1293	1398	8%
Calls for Service	1092	1052	-3%	1092	1052	-3%
Officer Initiated Incidents	389	328	-16%	389	328	-16%
Traffic Stops	703	734	4%	703	734	4%
Other OIA Incidents						
<b>Reports Taken</b>	358	393	10%	358	393	10%
Total Arrests	208	243	17%	208	243	17%
Felony Arrests	45	43	-4%	45	43	-4%
Juvenile Arrests	13	38	192%	13	38	192%
Drug Related	32	52	63%	32	52	63%

## Calls for Service



## Personnel

	Monthly Comparison			Year To Date		
	Jan 14	Jan 15	% Change	2014	2015	% Change
<b>Total</b>	49	49	0%	49	49	0%
Sworn	32	32	0%	32	32	0%
Professional Staff	17	17	0%	17	17	0%
<b>Vacant Positions</b>						
Allocated	49	49	0%	49	49	0%
Filled	32	32	0%	32	32	0%
Vacant	17	17	0%	17	17	0%

## Investigation

	Monthly Comparison			Year To Date		
	Jan 14	Jan 15	% Change	2014	2015	% Change
<b>News Cases</b>	119	354	197%	119	354	197%
Cleared DA or Other	50	76	52%	50	76	52%
Arrests	32	44	38%	32	44	38%
Inactivated	72	37	-49%	72	37	-49%
Active	71	131	85%	71	131	85%

## K-9 Deploy

	Monthly Comparison			Year To Date		
	Jan 14	Jan 15	% Change	2014	2015	% Change
<b>Deployments</b>	4	7	75%	4	7	75%
Apprehensions	2	1	-50%	2	1	-50%
Building Searches	1	1	0%	1	1	0%
Vehicle Searches	1	1	0%	1	1	0%
Drug Finds	1	0	-100%	1	0	-100%

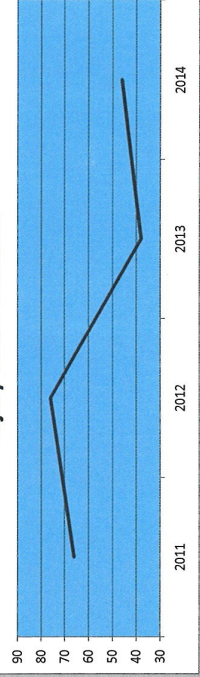
## Traffic

	Monthly Comparison			Year To Date		
	Jan 14	Jan 15	% Change	2014	2015	% Change
<b>Citations</b>	66	51	-23%	66	51	-23%
Moving	14	18	29%	14	18	29%
Non-Moving	8	11	38%	8	11	38%
RMC Violation	18	20	11%	18	20	11%
<b>Collisions</b>	0	0	0%	0	0	0%
Fatal	0	0	0%	0	0	0%
Injury	17	13	-24%	17	13	-24%
Non-Injury	1	2	100%	1	2	100%
DUI Related						

**Top 3 Collision Intersections YTD**  
 1. W. Haloid Ave./S. China Lake Blvd.  
 2. College Heights Blvd./S. China Lake Blvd.  
 3. W. Bowman Rd./S. Mahan St.

**Top 3 PCFs YTD**  
 1. Unsafe speed 22350(a)  
 2. CVC unsafe speed 22350(a)  
 3. CVC unsafe speed 22450

## Injury Traffic Collisions





## **PLANNING DEPARTMENT**

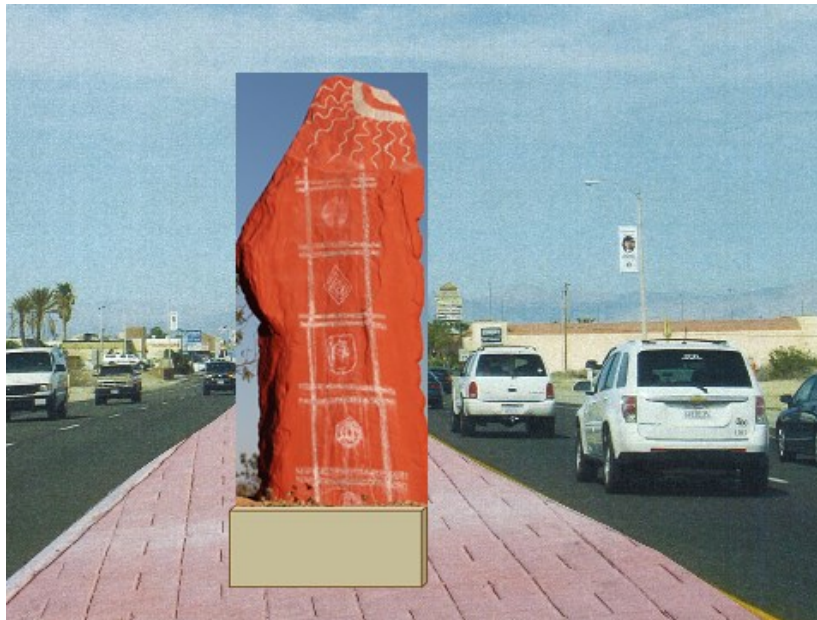
### **The Median Art Committee**

#### **Preparing A Grand Plan for Ridgecrest Monuments**

By Matthew Alexander AICP, City Planner

Did you ever think about how many vehicles drive up and down China Lake Blvd.? It's a lot! On a typical day more than 20,000 cars and trucks drive on our major roadway connecting City Hall and the Balsam District with the Naval Air Weapons Station. China Lake Blvd. is far and away Ridgecrest's "Main Street" and center of gravity.

Not only do most Ridgecrestians venture onto the Boulevard on a regular basis, but this thoroughfare is also the drive most frequented by tourists coming to the Indian Wells Valley. Further, most contractors and military personnel visiting the Base drive China Lake Blvd. And don't forget about the Brits, Australians and all of our other overseas guests. Doing something visually significant along our Main Street will make a lasting impact on locals and visitors alike.



Last month Cal Trans initiated construction to build a raised median within the China Lake Blvd. median between Ridgecrest Blvd. and Inyokern Road. This presents a marvelous opportunity to promote Ridgecrest heritage by creating visual images along this roadway's medians promoting our fair City and the Indian Wells Valley.

The Planning Commission has been charged with preparing a *Plan for Medians*. This presents a most exciting opportunity to develop something truly outstanding on behalf of current and future Ridgecrest generations.

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## **Median Art Committee (continued)**

On March 24<sup>th</sup>, the Planning Commission appointed eight individuals to form a Median Art Committee (MAC). The MAC will prepare a draft plan for median artwork within the medians located on Drummond Ave., S. China Lake Blvd. Ridgecrest Blvd. and N. China Lake Blvd. However, the Committee's emphasis will be on China Lake Blvd. consistent with the 17 locations that Cal Trans will be designating along the City's primary arterial. The MAC members were selected with the intent of representing a cross section of the organizations with a vested interest in the public artwork proposed to enhance Ridgecrest.

The eight MAC members are as follows: Planning Commissioner, Warren Cox; MAC Chairman/Planning Commissioner, Solomon Rajaratnam; MAC Vice Chair/ Ridgecrest Regional Hospital Board, Dana Lyons; Ridgecrest Area Visitors and Convention Bureau Dan Spurgeon; Historical Society of the High Desert, Tex Hoppus; Maturango Museum, Debbie Benson; City Council, Mayor Peggy Breeden; and China Lake NAWWS, Peggy Shoaf. It is not accidental that many of the Committee members will be representing more than one organization. For example, at least half of the MAC members are active Chamber of Commerce participants.

The MAC is expected to complete a draft plan for median art work and submit to the Planning Commission within about six months. It is recommended that this process be mindful of the following considerations:

- Think out of the box to create long term visual impacts within the medians
- Ensure that the median projects involve all sectors of the City including businesses, schools, & community groups
- The median designs should reflect the unique aspects of our City and the Indian Wells Valley
- The median art work should pay particular attention to promoting tourism and branding the City; this may mean using a recurrent theme along China Lake Blvd.
- The median designs should consider low maintenance and not hinder vehicular movements
- In addition to encouraging unique and compelling designs median improvements should also develop unifying and coordinated streetscapes
- The median designs should promote our community by empowering residents to take ownership of our future

Once reviewed and approved by the Planning Commission, the report will be sent to the City Council for final approval. This should coincide suitably with the completion of the Cal Trans China Lake Blvd. raised median improvement project. This means that the City should be soliciting median design proposals from community organizations by early next winter.

Truly A Grand Opportunity For Ridgecrest!

## **Marked Crosswalks**

Many people think marked crosswalks are safer pedestrian crossings than unmarked crosswalks. That is not always the case. This TIP from the City of Ridgecrest takes a look at marked crosswalk requests.



### **MARKED CROSSWALKS: "HOW DO I GET ONE INSTALLED?"**

Studies indicate marked crosswalks are often less safe than unmarked crossings when there are no traffic signals or stop signs. There are several reasons for this.

1. Motorists traveling at highway speeds cannot easily see the crosswalk stripes in time to stop for pedestrians.
2. It is believed that pedestrians tend to lower their guard when they cross between two marked crosswalk lines. They erroneously believe the two lines offer protection from vehicles. This is especially true with children and elderly pedestrians.
3. Without marked crosswalks, pedestrians are more likely to watch for approaching traffic.
4. Many pedestrians believe that when they are in a painted crosswalk they have an absolute "right of way" regardless of the speed and proximity of traffic. This is not true.

### **To mark a Crosswalk or not to mark a Crosswalk? That is the question!**

**If marked crosswalks don't improve pedestrian safety, why use them at all?** The purpose of marked crosswalks is to show pedestrians where to cross, not to show drivers where a pedestrian may enter the roadway. The markings are most useful at signalized or stopped intersections with unusual geometrics or large numbers of pedestrians.

Crosswalks serve primarily to guide pedestrians in the proper paths. If crosswalks are to be installed across uncontrolled, high speed approaches to intersections or at mid-block locations, they must be based on traffic and engineering studies and, if warranted, should include advance signing to alert motorists of the possibility of pedestrians.

Crosswalk studies in San Diego (1972), Long Beach (1986) and throughout California on State Highways (1996) support the position that marked crosswalks at uncontrolled intersections do not improve pedestrian safety. Many jurisdictions, including **Kern County**, discourage the marking of crosswalks unless the marking is intended primarily to channelize pedestrians.

### **Pedestrians must be on the alert when crossing a street - Under any conditions!**

School crosswalks are installed according to rules and regulations established by the California Vehicle Code. These marked crosswalks are used to guide large numbers of school children in close proximity to schools. The location of school crosswalks must be coordinated with each school's "Suggested Route to School" and when installed, prescribed advance signing and pavement legends are used.



## WASTEWATER DEPARTMENT

The City of Ridgecrest Wastewater Treatment Facility operated within design and compliance directives issued under Board Order No. 6-00-56.

- The Department inspected and passed two (2) replacement connections to the sanitary sewage system.
- The Department responded to (2) requests for service, which was homeowner lateral related.
- The Department as compliance with SSMP performed line maintenance on 1,220 ft. of main line collection system.
- The Reclamation Department reclaimed .688 million gallons of secondary effluent for use as fodder crop irrigation.
- The Department as compliance with California State Water Resources Control Board Order # 6-00-56 performed the semiannual pond sampling; results are included with this month's SMR.
- The Department in compliance with board order # 6-00-56 & 6-93-86 requirements and had the semiannual ground water sampling completed at both the Reclamation Facility and up gradient and down gradient from the Wastewater Treatment Facility; results are included with this month's SMR.



## ENGINEERING DEPARTMENT

On February 11, 2015 the Engineering Department met with Miguel Ramos from the U.S. Department of Transportation Federal Highway Administration Office from the Sacramento Office to review one of our projects that are federally funded. The project that was chosen to be reviewed was the Cycle 3 Federal Safe Routes to School Project that encompassed work at: Las Flores Elementary, Gateway Elementary and James Monroe Middle School.

These reviews are done throughout California to find trends that agencies might be missing in procedural field work, environmental, right of way acquisition, and contract administration.

The Public Works Department is happy to report that Mr. Ramos was impressed by our Resident Engineer on the project, Mike Bustos from Willdan Engineering and indicated that he had not seen practices and detail to work that Mr. Bustos had done on the job even at the State level.

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## **ENGINEERING DEPARTMENT (continued)**

The Department is excited by this news and appreciates all the Mr. Bustos does for the Department and our community. He has been Resident Engineer on many major projects in our community and has succeeded in those as well.

In other events the Department opened up bids for the Traffic Signal Modification of 7 Intersections utilizing funds from Highway Safety Improvement Program (HSIP) Cycle 5 and Signing and Striping of 12 Intersections Utilizing Funds from Highway Safety Improvement Program (HSIP) Cycle 5 on January 26, 2015. The 7 Intersection Project will be at these intersections: Norma Street at Ward Avenue, Downs Street at Drummond Avenue, Norma Street at Drummond Avenue, Norma Street at Las Flores Avenue, China Lake Boulevard at California Avenue, French Avenue at Drummond Avenue, and China Lake Boulevard at College Heights Boulevard in the City of Ridgecrest, California.

The 12 Signing And Striping Project will occur at these intersections: Richmond Road at California Avenue; Downs Street at Bowman Road; Downs Street at Dolphin Avenue; Downs Street at Graaf Avenue; Downs Street at Upjohn Avenue; Downs Street at Ward Avenue; Norma Street at Bowman Road; Norma Street at Graaf Avenue; Norma Street at Moyer Avenue; Norma Street at Reeves Avenue; Norma Street at Sydnor Avenue; and Norma Street at Upjohn Avenue.

The Project for the Traffic Signal Modification of 7 Intersections was awarded by City Council on February 18, 2015 and the traffic heads need to be procured and will arrive in 4-6 weeks. Both projects will begin construction sometime in early April 2015.

